



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: October 16-18, 2007
Interviews: 1013 adults; 810 registered voters
Margin of error: ± 3.1 for all adults; ± 3.4 for registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS
PROJECT #81-5681-64**

NOTE: all results shown are percentages unless otherwise labeled.

HALLOWEEN STUDY

NOTE: Results represent all adults unless otherwise indicated.

1. Will you or someone in your household be giving out treats on Halloween this year, or not?

	<u>ALL ADULTS</u>
Yes	63
No	36
(DK/NS)	1

2. How many children, under age 15, are you the parent of?

	<u>ALL ADULTS</u>
None	62
1	17
2	12
3	6
4	2
5	1
6	0
7	0
8 or more	0
DK/NS	0
Summary	
None	62
1 or more	37

[ASK Qu. 3 ONLY AMONGST PARENTS OF CHILDREN UNDER AGE 15.]

3. Will any of your children go trick-or-treating "door-to-door" this Halloween, or not?

	<u>PARENTS</u>
Yes	66
No	32
(DK/NS)	2

[ASK Qu. 3a ONLY AMONGST PARENTS WHOSE CHILDREN UNDER AGE 15 ARE NOT GOING TRICK-OR-TREATING "DOOR-TO-DOOR" THIS HALLOWEEN.]

3a. Why aren't your children trick-or-treating this year?

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>
Because your children are too young or too old, or not?	47	50	3
Because you don't celebrate Halloween, or not?	48	52	-
Because you don't think it's safe to trick-or-treat in your neighborhood, or not?	25	73	2
For some other reason	14	86	-

4. In general, how safe is it for children to go out and trick or treat on Halloween in your neighborhood?

	<u>ALL ADULTS</u>
Very safe	61
Somewhat safe	25
Not too safe	6
Not at all safe	6
DK/NS	2
Summary	
Very/ Somewhat safe	86
Not too/ Not at all safe	12

5. How concerned are you that pranks or acts of vandalism will be committed to your property this Halloween?

	<u>ALL ADULTS</u>
Very concerned	4
Somewhat concerned	10
Not too concerned	27
Not at all concerned	59
DK/NS	-
Summary	
Very/ Somewhat concerned	14
Not too/ Not at all concerned	86

PARTY AFFILIATION / IDEOLOGY

A. Are you currently registered to vote at this address, or not?

	<u>ALL ADULTS</u>
Yes	80
No	20
(DK/NS)	-

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

INITIAL PARTY IDENTIFICATION

	<u>ALL ADULTS</u>
Republican	26
Democrat	32
Independent	20
None of these	19
(DK/NS)	3

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	<u>ALL ADULTS</u>
Strongly Democrat	20
Moderately Democrat	11
Lean Democrat	13
Strongly Republican	15
Moderately Republican	11
Lean Republican	11
Independent	16
(DK/REF)	3

Total Republican	36
Total Democrat	45

3. Generally speaking, do you consider yourself a liberal, moderate or conservative? **(IF "LIBERAL" OR "CONSERVATIVE", ASK:) Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?**

	<u>ALL ADULTS</u>
Very liberal	9
Somewhat liberal	17
Moderate	31
Somewhat conservative	24
Very conservative	15
(DK/NS)	4

Total Liberal	26
Total Conservative	39

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

	<u>ALL ADULTS</u>
18-34	30
35-49	26
50-64	27
65+	16
(DK/NS)	1

Z2. Are you employed:

	<u>ALL ADULTS</u>
TOTAL EMPLOYED	63
Full time	52
Part time	11
Not employed	13
Retired	23
(DK/NS)	1

D3. What is the last year of school you completed?

	<u>ALL ADULTS</u>
Grade school or some high school	7
Completed high school	21
Some community college or university, did not finish	22
Completed technical school or a community college	12
Completed a university or Bachelor's degree	21
Completed a post-graduate degree such as a Master's or Ph.D.	16
(DK/NS)	1

D4. Are you currently married?

	<u>ALL ADULTS</u>
Married	65
Other	35
(DK / NS)	-

D5. Including yourself and any children, how many people are currently living in your household?

	<u>ALL ADULTS</u>
1	16
2	34
3	18
4	17
5	8
6+	6
(DK/NS)	1
Summary	
Mean	2.9
Median	2.0

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

- D6a. How many children under 6 years are currently living in your household?
- D6b. How many children ages 6 to 12 are currently living in your household?
- D6c. How many children ages 13 to 17 are currently living in your household?

	<u>ALL ADULTS</u>
ANY CHILDREN (NET)	40
Under 6	22
6-12	21
13-17	14
NO CHILDREN	59
(DK/NS)	1
Any children 12 or younger	33
Any children 6 to 17	29

- D9a. Would you describe yourself as a born-again or evangelical Christian, or not?

	<u>ALL ADULTS</u>
Yes	36
No	62
(DK/NS)	2

- D9b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

	<u>ALL ADULTS</u>
Protestant	46
Catholic	24
Mormon	1
Jewish	2
Muslim	-
Some other religion	4
None	21
(DK/NS)	2

- ZZ5b. How often do you attend religious services?

	<u>ALL ADULTS</u>
At least once a week (Net)	40
More than once a week	16
Once a week	24
Less than once a week (Net)	38
A few times a month	13
A few times a year	25
Never	20
(DK/NS)	2

D12a. Are you of Hispanic ethnicity?

D12b. Are you White, Black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

	<u>ALL ADULTS</u>
White	76
Hispanic	13
Black	12
Asian	3
(NOT READ) American Indian	2
(NOT READ) Other	3
(DK/NS)	2

D13. Could you please tell me your household income from all sources in 2006?

	<u>ALL ADULTS</u>
Under \$15,000	11
\$15,000 to less than \$20,000	6
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	9
\$100,000 or more	16
(DK/NS)	12

REGION:

	<u>ALL ADULTS</u>
Northeast	19
Midwest	22
South	36
West	23

METROPOLITAN STATUS:

	<u>ALL ADULTS</u>
Urban	28
Suburban	51
Rural	21

GENDER:

	<u>ALL ADULTS</u>
Male	48
Female	52